



MOONDANCE

Saturday, October 28, 2017

Sponsorship Information

MOONDANCE at a GLANCE

The Heard Museum's annual fundraiser, *Moondance*, is an event that is truly unique. An elegant evening under the stars, the dinner gala is held in the Heard Museum's own Spanish colonial-style courtyard and plaza. As a Moondance sponsor, you will join other community leaders in supporting the Heard's mission-driven initiatives to advance American Indian art.

HONORARY CHAIRS	Carol and Randy Schilling
HONOREES	Sue Glawe of Blue Cross Blue Shield N. Scott Momaday, winner of the Pulitzer Prize for Fiction for "House Made of Dawn" (1969), Contributor to catalogue for T.C. Cannon
COMMITTEE MEMBERS	Susan Navran Dino J. and Elizabeth Murfee DeConcini Betty Drake John Lomax
DATE	Saturday, Oct. 28, 2017
TIME	6:00 – 7:00 p.m. Cocktail reception and exhibition preview, <i>Of God and Moral Men: Masterworks by T.C. Cannon</i> 7:00 – 9:00 p.m. Program and dinner
ATTIRE	Southwestern Cocktail
LOCATION	Heard Museum 2301 North Central Avenue Phoenix, AZ 85004

The mission of the Heard Museum is to be the world's preeminent museum for the presentation, interpretation and advancement of American Indian art, emphasizing its intersection with broader artistic and cultural themes.

For more information about the event or sponsorship, please contact Rebecca Simpson at 602.251.0245 or rsimpson@heard.org.

PREVIOUS HONOREES and EVENT CHAIRS

HONOREES

- 2016 Arlene and Giora Ben-Horin & Kay WalkingStick
- 2015 Mary and Mark Bonsall
- 2014 Past Chairs of the Board of Trustees
- 2013 Wes Clelland and the Clelland Family
- 2012 Senator Jon Kyl
- 2011 Carol Ann and Harvey Mackay
- 2010 Daryl and Chip Weil
- 2009 Alice J. Dickey
- 2008 Cindy and Joel Hoxie
- 2007 Jean and Jim Meenaghan
- 2006 Audrey and Clint Magnussen
- 2005 Lila and Joel* Harnett
- 2004 Martha Albrecht and Dan Albrecht*
- 2003 Bell* and Robert Duffy
- 2002 Janis and Dennis Lyon
- 2001 Mary and Tom Hudak

CHAIRS

- 2016 Sue Navran and Beth Murfee DeConcini
- 2015 Lee Peterson and Sue Navran
- 2014 Lee Peterson and Sue Navran
- 2013 Mary Bonsall and Patti Hibbeler
- 2012 Mary Bonsall and Mary W. Hudak
- 2011 Joette Schmidt and Valerie Manning
- 2010 Arlene Ben-Horin and Patsy Stewart
- 2009 Barbara Payne and Michelle Ray
- 2008 Joanie and Scott O'Connor
- 2007 Carrie Hulburd and Jill Pilcher
- 2006 Linda Messenger
- 2005 Alice J. Dickey
- 2004 Lisa Henry Holmes, Lisa Shover, Debi Bisgrove*
- 2003 Sallie Brophy Najafi and Sarah Suggs
- 2002 Mary Ellen McKee and Beth McRae
- 2001 Patti Lau and Jamie Lendrum

**In memoriam*

HEARD MUSEUM BOARD of TRUSTEES

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Richard H. Silverman
John B. Stiteler
John G. Stuart

TITLE SPONSORSHIPS and BENEFITS

PRESENTING SPONSOR \$50,000

The Presenting Sponsor will receive a premiere patron experience, including the following title sponsor benefits:

- Recognition as Presenting Sponsor for 2017 Moondance
- Two tables of 10 with premium seating
- Feature article on your CEO or company in our *Earth Song* magazine
- Private tour for 10 of the exhibition *Of God and Mortal Men: Masterworks of T.C. Cannon* during run of show (Oct. 6, 2017 through April 15, 2018)
- Two Circles of Giving memberships
- Employee appreciation day at the museum granting free admission to all employees and their families of corporate sponsor
- Opportunity to make remarks during the formal program
- Name and logo recognition in event collateral (save the date, invitations, signage and program)
- Inclusion of partnership in all press releases related to Moondance
- Logo recognition on post-event thank-you letters to all supporters
- Name and/or logo recognition on signage the night of the event
- Recognition and link on museum website
- Full-page advertisement in the event program
- Fifty Heard Museum admission passes

SUPPORTING SPONSOR \$30,000

Supporting Sponsors will receive the following exclusive title sponsor benefits:

- Recognition as a Supporting Sponsor for 2017 Moondance
- One table of 10 with premium seating
- Private tour for 10 of the exhibition *Of God and Mortal Men: Masterworks of T.C. Cannon* during run of show (Oct. 6, 2017 through April 15, 2018)
- Two Circles of Giving memberships
- Employee appreciation day at the museum granting free admission to all employees and their families of corporate sponsor
- Name and logo recognition in event collateral (save the date, invitations, signage and program)
- Inclusion of partnership in all press releases related to Moondance
- Logo recognition on post-event thank-you letters to all supporters
- Name and/or logo recognition on signage the night of the event
- Recognition and link on museum website
- Half-page advertisement in the event program
- Thirty Heard Museum admission passes

TITLE SPONSORSHIPS and BENEFITS

-CONTINUED-

SIGNATURE SPONSOR \$20,000

Signature Sponsors will receive the following exclusive title sponsor benefits:

- Recognition as Signature Sponsor for 2017 Moondance
- One table of 10 with premium seating
- Private tour for 10 of exhibition *Of God and Mortal Men: Masterworks of T.C. Cannon* during run of show (Oct. 6, 2017 through April 15, 2018)
- One Circles of Giving membership
- Name and logo recognition in event collateral (save the date, invitations, signage and program)
- Inclusion of partnership in all press releases related to Moondance
- Logo recognition on post-event thank-you letters to all supporters
- Name and/or logo recognition on signage the night of the event
- Name and/or logo recognition on the Moondance webpage with link to your website AND recognition on Community Supporters page for one year
- Half-page advertisement in the event program
- Twenty Heard Museum admission passes

CONTRIBUTING SPONSOR \$15,000

Contributing Sponsors will receive the following exclusive title sponsor benefits:

- Recognition as Contributing Sponsor for 2017 Moondance
- One table of 10 with premium seating
- Private tour for 10 of exhibition *Of God and Mortal Men: Masterworks of T.C. Cannon* during run of show (Oct. 6, 2017 through April 15, 2018)
- One Copper Circles of Giving membership
- Name and logo recognition in event collateral (save the date, invitations, signage and program)
- Inclusion of partnership in all press releases related to Moondance
- Logo recognition on post event thank you letters to all supporters
- Name and/or logo recognition on signage the night of the event
- Name and/or logo recognition on the Moondance webpage with link to your website AND recognition on Community Supporters page for one year
- Half-page advertisement in the event program
- Fifteen Heard Museum admission passes

TABLE SPONSORSHIPS and TICKETS

GOLD TABLE SPONSOR \$10,000

Sponsorship Includes:

- One table of 10 guests with premium seating
- Private tour for 10 of exhibition *Of God and Mortal Men: Masterworks of T.C. Cannon* during run of show (Oct. 6, 2017 through April 15, 2018)
- Name and/or logo recognition on the Moondance webpage with link to your website AND recognition on Community Supporters page for one year
- Name and/or logo recognition in event program

**Opportunity to make it a table of 12 for an additional \$1,000 per guest*

SILVER TABLE SPONSOR \$7,500

Sponsorship Includes:

- One table of 10 guests
- Name and/or logo recognition on the Moondance webpage with link to your website AND recognition on Community Supporters page for one year
- Name and/or logo recognition in event program

**Opportunity to make it a table of 12 for an additional \$750 per guest*

INDIVIDUAL TICKETS

- \$1,000 per person (Gold-level seating)
- \$750 per person (Silver-level seating)

TAX DEDUCTIBILITY

Tickets and table sponsorships are tax deductible in excess of \$100 per utilized ticket

UNDERWRITING SPONSORSHIPS and BENEFITS

Moondance is a one-of-a-kind fundraising dinner gala that exposes the magic of Arizona's past and present on the museum's iconic grounds. Please consider a 100 percent tax-deductible underwriting sponsorship for one of the following event elements.

\$10,000 UNDERWRITING OPPORTUNITIES

Program Entertainment Sponsor (2 available)

Dinner Sponsor (4 available)

Sponsorship includes:

- Private tour for 10 of the exhibition *Of God and Mortal Men: Masterworks of T.C. Cannon* during run of show (Oct. 6, 2017 through April 15, 2018)
- Name and/or logo recognition on the Moondance webpage with link to your website
- Name and/or logo recognition on Community Supporters page for one year
- Name and/or logo recognition in event program

\$5,000 UNDERWRITING OPPORTUNITIES

Ambient Lighting Sponsor (3 available)

Invitation and Program Sponsor (1 of 2 available)

Dinner Wine Sponsor (SOLD)

Reception Entertainment Sponsor (1 of 2 available)

Reception Sponsor (2 available)

Silent Auction Sponsor (1 available)

Videography by Artist Steven J. Yazzie (1 available)

Valet Parking Sponsor (1 available)

Sponsorship includes:

- Name and/or logo recognition on the Moondance webpage with link to your website
- Name and/or logo recognition on Community Supporters page for one year
- Name and/or logo recognition in event program

UNDERWRITING SPONSORSHIPS and BENEFITS

-CONTINUED-

\$2,500 UNDERWRITING OPPORTUNITIES

Centerpieces and Décor Sponsor (2 available)

Employee Hospitality Sponsor (SOLD)

Entertainment Hospitality Sponsor (1 available)

Event Marketing Sponsor (SOLD)

Gift Bag or Favor Sponsor (1 available)

Honoree Gift Sponsor (SOLD)

Photography Sponsor (1 available)

Raffle Sponsor (1 available)

Sponsorship includes:

- Name and/or logo recognition on the Moondance webpage with link to your website
- Name and/or logo recognition on Community Supporters page for one year
- Name and/or logo recognition in event program

2017 TITLE SPONSORS

Supporting Sponsor	Blue Cross Blue Shield of AZ
Signature Sponsors	Arizona Public Service
	Salt River Project

2017 UNDERWRITING SPONSORS

Invitation and Program Sponsor	Blue Cross Blue Shield of AZ
Dinner Wine Sponsors	John and Ellen Stiteler
	Vanne and Bob Cowie
Silent Auction Sponsor	Amy and Mark Schiavoni
Valet Parking Sponsor	Alice J. Fleet Dickey
Employee Hospitality Sponsor	Patience and Jim Huntwork
Event Marketing Sponsor	Janet and John Melamed
Honoree Gift Sponsor	Sue and Jim Navran